

Abstract

The creative industry is an industry focus on the production of goods and services based on expertise, talent and creativity. This industry always has resources that are updated. This industry has an important role to increase export value, absorb labor, and contribute to Gross Regional Domestic Product (GRDP). This study aims to develop company through market orientation, learning orientation, intellectual capital, and competitive advantage in the creative industry in Semarang.

This study uses a population of owners or managers of creative industry companies. Data were collected from 114 creative industry companies in Semarang. The relationships proposed in the framework were tested using structural equation modeling (SEM).

The result shows that (1) market orientation has positive impact on company performance, (2) intellectual capital has positive impact on company performance, (3) competitive advantage has positive impact on company performance, (4) intellectual capital has positive impact on competitive advantage, (5) learning orientation has no positive impact on company performance. The theoretical implications of this study are to enrich the theory of market orientation, intellectual capital, and competitive advantage that can develop company performance. The managerial implication of this research is owners or managers need to increase their intellectual capital related to employee competencies and use of information technology, increase competitive advantage through the production of low-cost products and increase product variation, and increase market orientation related to increasing number of customers, strategies undertaken by competitors, and knowledge of the latest market conditions.

Key words: company performance, market orientation, learning orientation, intellectual capital, and competitive advantage